a body member having first and second opposing side walls and a top surface spanning between said side walls to define a cavity therebetween for receiving said raised roof seam between said side walls;

a first clamping jaw supported to said first side wall;

a second clamping jaw supported on said second side wall for translational movement relative to said first clamping jaw; and

an actuator operatively associated with said second clamping jaw for effecting said translational movement thereof to clamp said raised roof seam between said first and second clamping jaws.

2. The mounting bracket of Claim 1 wherein said clamping jaws are formed with serrated gripping surfaces engagable with said raised roof seam.

3. The mounting bracket of Claim 1 wherein said first clamping jaw is fixed to said first side wall.

4. The mounting bracket of Claim 3 wherein said first clamping jaw is detachably connected to said first side wall to permit removal thereof.

5. The mounting bracket of Claim 4 wherein said actuator is a threaded member threadably received in said second side wall.

6. The mounting bracket of Claim 5 wherein said threaded member has a threaded portion threadably engaged with an opening in said second side wall and a threaded fastener engaged with said threaded member to mount said second clamping jaw to said threaded member.

7. The mounting bracket of Claim 1 wherein said top surface is formed with an attachment receptacle for connecting a device to said body member.

8. The mounting bracket of Claim 7 wherein said attachment receptacle is formed as a depression in said top surface, said depression having a wedging edge beneath which said device can be trapped for retention in said depression.

9. The mounting bracket of Claim 8 wherein said top surface has a generally vertical opening therethrough to receive a locking fastener for engaging said device within said depression.

10. In a mounting bracket for attachment to a raised roof seam, said mounting bracket having a body member including first and second opposing side walls and a top surface spanning between said side walls to define a cavity therebetween for receiving said raised roof seam between said side walls, the improvement comprising:

a removable insert supported on at least one of said side walls for engaging said raised roof seam.

11. The mounting bracket of Claim 10 wherein said removable insert has a shape facilitating engagement with said raised roof seam.

12. The mounting bracket of Claim 10 wherein said removable insert is a first clamping jaw supported on said first side wall.

13. The mounting bracket of Claim 12 wherein said first clamping jaw is fixed in position with respect to said first side wall, said mounting bracket further comprising:

a second clamping jaw supported on said second side wall for translational movement relative to said first clamping jaw; and

an actuator operatively associated with said second clamping jaw for effecting said translational movement thereof to clamp said raised roof seam between said first and second clamping jaws.

14. The mounting bracket of Claim 13 wherein said top surface is formed with an attachment receptacle for connecting a device to said body member.

15. The mounting bracket of Claim 14 wherein said attachment receptacle is formed as a depression in said top surface, said depression having a wedging edge beneath which said device can be trapped for retention in said depression.

16. The mounting bracket of Claim 15 wherein said top surface has a generally vertical opening therethrough to receive a locking fastener for engaging said device within said depression.

17. In a mounting bracket for attachment to a raised roof seam, said mounting bracket having a body member including first and second opposing side walls and a top surface spanning between said side walls to define a cavity therebetween for receiving said raised roof seam between said side walls, the improvement comprising:

said top surface is formed with an attachment receptacle for connecting a device to said body member, said attachment receptacle being formed as a depression in said top surface, said depression having a wedging edge beneath which said device can be trapped for retention in said depression.

18. The mounting bracket of Claim 17 wherein said top surface has a generally vertical opening therethrough to receive a locking fastener for engaging said device within said depression.

19. The mounting bracket of Claim 18 wherein said device has a base member formed with a beveled edge corresponding to said wedging edge of said depression.

20. The mounting bracket of Claim 18 further including:

a removable clamping jaw supported on said first side wall for translational movement relative to said first side wall; and

an actuator operatively associated with said removable clamping jaw for effecting said translational movement thereof..

21. The mounting bracket of Claim 20 further comprising:

a second removable clamping jaw supported on a said second side wall, said raised roof seam being clamped between said first and second removable clamping jaws.

22. The mounting bracket of Claim 21 wherein said second removable clamping jaw is positionally fixed on said second side wall for engaging said raised roof seam.

23. The mounting bracket of Claim 22 wherein said first and second removable clamping jaws are formed with serrated surfaces engagable with said raised roof seam.

24. A method of attaching a mounting bracket to a raised roof seam, said mounting bracket having a body member including first and second opposing side walls and a top surface spanning between said side walls to define a cavity therebetween for receiving said raised roof seam between said side walls; a fixed clamping jaw supported on said first side wall within said cavity; a movable clamping jaw supported on said second side wall within said cavity; and an actuator operatively engaged with said movable clamping jaw to effect translational movement of said movable clamping jaw relative to said fixed clamping jaw, comprising the steps of:

positioning said mounting bracket on said raised roof seam with said raised roof seam received within said cavity between said first and second clamping jaws; and

manipulating said actuator to move said movable clamping jaw toward said first clamping jaw until said raised roof seam is firmly engaged between said fixed and movable clamping jaws.

25. The method of Claim 24 wherein said body member further includes an attachment receptacle on said top surface, said method further comprising the step of:

attaching a device to said attachment receptacle for positioning above said raised roof seam.

26. The method of Claim 25 wherein said step of attaching includes the steps of:

providing said device with a base member having a beveled edge;

trapping said beveled edge beneath a wedging edge of said attachment receptacle; and

engaging a locking fastener between said body member and said base member to fix said device to said top surface.

27. The method of Claim 24 further comprising the step of:

providing said clamping jaws with a size and shape to correspond to said raised roof seam and facilitate the engagement thereof.

28. A snow guard assembly for mounting on a raised seam roof having an upwardly projecting raised seam portion to restrict movement of snow over the top of said raised seam roof, comprising:

a mounting bracket including:

a body member having first and second opposing side walls and a top surface spanning between said side walls to define a cavity therebetween for receiving said raised roof seam between said side walls;

a first clamping jaw supported to said first side wall;

a second clamping jaw supported on said second side wall for translational movement relative to said first clamping jaw;

an actuator operatively associated with said second clamping jaw for effecting said translational movement thereof, said raised roof seam being clamped between said first and second clamping jaws; and

an attachment receptacle on said top surface of said body member; and

a snow guard member including:

a base member having a configuration for reception in said attachment receptacle;

a transversely extending body portion including downwardly depending members extending adjacent said side walls of said mounting bracket; and

a locking member for securing said base member to said attachment receptacle.

29. The snow guard assembly of Claim 28 wherein said attachment receptacle is formed as a depression in said top surface, said depression having a wedging edge beneath which said device can be trapped for retention in said depression, said base member having a beveled edge corresponding to said wedging edge.

30. The snow guard assembly of Claim 29 wherein said locking member is a fastener received through a generally vertical opening through said top surface to permit said locking fastener to interengage said base member and said top surface.

31. The snow guard assembly of Claim 30 wherein said first clamping jaw is detachably connected to and positionally fixed to said first side wall.